LEO BURNETT U.S.A.
a division of leo burnett company, inc.

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Year after year, Philip Morris outgrows the rest of the industry combined.

It happened again this year, as it has for the last ten straight. Philip Morris brands posted greater gains than the rest of the cigarette industry combined.

Brands like Merit, Benson & Hedges 100's, Virginia Slims, Parliament, Saratoga.

And Marlboro—now the number one selling cigarette in America. And all around the world.

Source: Maxwell Report, courtesy of Maxwell Division of Wheat, First Securities, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/tlgn0003